



**WWF's Global Forest and Trade Network: Co-operation to Create  
Responsible Forestry**

2nd Quarterly Report  
Submitted to USAID by World Wildlife Fund  
In accordance with Associates Cooperative Agreement  
**No. GEW-A-00-02-00012-00**  
April 30, 2003





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### **I. Summary of Activity Status and Progress**

#### **Background**

Under a one-year USAID Associate Award granted September 29, 2002, WWF agreed to work in cooperation with USAID to improve conservation and achieve a more responsible use of forest resources, while simultaneously promoting sustainable local livelihoods, economic development, and biodiversity conservation. Funded under the mandate of USAID's Global Development Alliance (GDA), the cooperation aims to encourage responsible forest management and reduce illegal trade in forest products by:

- achieving forest certification on the ground through the development and application of global building blocks for responsible forestry, and
- creating linkages for producers who adopt responsible management practices to the market place.

As part of this Associate Award, WWF works in cooperation with USAID, the Certified Forest Products Council (CFPC), the US Forest Service, and Forest Trends to establish and launch the Sustainable Forest Products Global Alliance (Global Alliance). This partnership will be formalized through a Memorandum of Understanding (MOU), which will be signed by USAID, CFPC, and WWF early in the third quarter of the project. The Global Alliance seeks to amplify the individual organizations' efforts to encourage responsible forest management and reduce illegal trade in forest products.

#### **Overview**

During the second quarter of the grant period, WWF made substantial progress in implementing the *Co-operation to Create Responsible Forestry* project and establishing the Global Alliance through its Global Forest and Trade Network (GFTN). The GFTN is a global partnership of private companies and non-governmental organizations (NGOs) designed to improve forest management by promoting certification and linking certified forest products to markets. Both the GFTN and the Global Alliance seek to engage leaders in the global forest products market and facilitate partnerships between communities, land managers and owners, and the global forest products industry to promote responsible forest management.

A major highlight of the second quarter is WWF's recruitment of the world's largest home improvement retailer, The Home Depot, as a charter sponsor of the Sustainable Forest Products Global Alliance. The Home Depot joins IKEA in committing to support the objectives of the Global Alliance both financially and programmatically. In addition to their direct support to NGO efforts through the Global Alliance, their commitment to responsible forest products trade translates into more than \$250 million in certified lumber sales per year. This new partnership will be officially announced early in the third quarter, as part of the MOU signing ceremony on May 6, 2003.

This and additional highlights from the second quarter are summarized, as follows:

*Development and application of global building blocks for responsible forestry*

- Producer Group managers and stakeholders convened in Kuantan, Malaysia and Golitzino, Russia for training with the *Producer Group Toolkit*. Over 30 participants from throughout South East Asia, Eastern Europe, and Russia received detailed training in establishing and operating a Producer Group, including an introduction to the “Modular Implementation and Verification” (MIV), or stepwise approach to certification.
- The global toolkit for identifying and managing High Conservation Value Forests was translated into Spanish and is available at <http://www.proforest.net/index4.htm>.

*Forging market linkages for certified wood products*

- The Home Depot was recruited as Global Alliance partner.
- George White, formerly the Sustainable Sourcing Manager at Sainsburys/Homebase in the UK was appointed as GFTN Global Market Links Coordinator.

*Increasing supply of certified wood products*

- Producer Group coordinators were recruited in Ghana, Gabon, Cameroon, Russian Far East, Romania, Bulgaria, Peru, Brazil, Bolivia, Central America, Indonesia, and Malaysia.
- The Russian Producer Group – the Association of Environmentally Responsible Timber Producers of Russia – officially expanded into Siberia and the Russian Far East. Two new companies – TerneyLes (flagship company in the Russian Far East) and Amurlesexport have already joined as observers.
- WWF and partners announced and celebrated the certification 6.8 million hectares in Bolivia (1 million ha), Russia (800,000 ha), and Canada (5 million ha).

Please see Section IV: Global Alliance News for full stories.

*Summary Table of Program Performance*

Activity Number	Activity Title	Status	Page number for more information
<b>Activity 1 – Develop and apply global building blocks for responsible forestry</b>			
1.1	Apply Producer Group Toolkit	On-track	3
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<b>Activity 2 – Forging market links for certified products in key markets</b>			
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2.2	Facilitate market linkages	On-track	7
<b>Activity 3 – Increase supply of certified wood products in key producing regions</b>			
3.1	Latin America and the Caribbean	On-track	10
3.2	Central and West Africa	On-track	12
3.3	Northeast Asia/Far East Russia & Siberia	On-track	13
3.4	Eastern Europe	On-track	14
<b>Activity 4 – Strengthen GFTN and international secretariat function</b>			
4.1	Secure leadership and support	On-track	15
4.2	Establish global coordination	On-track	17
4.3	Strengthen communications	On-track	21
4.4	Maintain position on information curve	On-track	23

## Report Organization

In accordance with the Associates Agreement, this report covers the second quarter of the grant period, January 1, 2003 – March 31, 2003. For each activity, we state the long term and first quarter objectives and highlight progress made. Additional highlights, tables of progress against benchmarks, and discussions of management issues can be found under each sub-activity heading. Tables of progress in meeting activity benchmarks correspond to the Annual Workplan submitted in December 2002. Based on the 1<sup>st</sup> Quarterly Report, the Workplan Annex has been updated to reflect any revisions to benchmarks and completion dates (Attachment). Please refer to the Workplan Annex for additional information on primary responsible parties for each activity and expected completion dates for individual benchmarks.

## II. Detailed Description of Activity Progress

### Activity 1      Develop and apply global building blocks for responsible forestry

Providing tools and training for responsible forestry is a necessary step in promoting certification in key producing regions. GFTN's key objective under the global building blocks activity is to translate and regionally adapt a series of global toolkits designed through the WWF/IKEA partnership to promote responsible forestry, the *Co-operation on Forest Projects*. The global toolkits are now in an advanced state of development and can provide a sound basis for capacity building and training. The main target audiences for training include Forest and Trade Network (FTN) staff, nascent Producer Groups, National Initiatives and other stakeholders working to develop forest certification. Through the Associates Agreement, GFTN will "apply" the global toolkits for establishing and running Producer Groups (PGs), multi-stakeholder based forestry standard-setting (MSSS), and identifying and managing high conservation value forests (HCVF). The dissemination and uptake of these toolkits will address gaps in critical areas of methodology and expertise necessary to achieve globally harmonized development of responsible forestry.

In the second reporting period, our objectives were to:

- Begin translations of the Producer Group and HCVF toolkits
- Confirm country locations of Producer Group and HCVF trainings
- Coordinate with regional offices and FTNs to develop dates and agenda for Producer Group and HCVF trainings

#### 1.1      Apply Producer Group Toolkit

In the second quarter, dates and course materials for the Producer Group Training Courses were finalized with the Global Producer Group Coordinator and trainings were successfully conducted in Russia and South East Asia. Over 30 participants from throughout South East Asia, Eastern Europe, and Russia convened in Kuantan, Malaysia and Golitzino, Russia for detailed training in establishing and operating a Producer Group, including an introduction to the "Modular Implementation and Verification" (MIV), or stepwise approach to certification. The Russian training session and a complementary course in the basics of certification was organized through cost share funds. (Please see Section IV: Global Alliance News for full story.)

Details of the training course schedule are as follows:

- Russia and Eastern Europe – Golitzino, Russia. Producer Group Training, February 26-28, 2003. Certification Training, March 1-4 2003.
- South East Asia – Kuantan, Malaysia. Producer Group Training, March 24-28, 2003.
- Central and West Africa – Douala, Cameroon. Certification Training, April 7-10, 2003; Producer Group Training, April 11-13, 2003.
- Latin America – Santa Cruz, Bolivia. Producer Group Training, May 12-14, 2003.

The Latin American and Caribbean region made additional progress in applying the global toolkit. The WWF-Central America and the Mesoamerican and Caribbean Forest and Trade Network completed trial tests for a regional “Step-Wise Approach” model to certification based on the MIV component of the global *Producer Group Toolkit*. This model has been field-tested with small landowners in the Dominican Republic and both industrial and community operations in lowland tropical forests of Nicaragua. It is currently being considered for application in five operations in Nicaragua, Costa Rica and the Dominican Republic.

*Table 1.1 – Apply Producer Group Toolkit*

Benchmark Number	Benchmark/Output	Status
1.1.1	Develop and circulate PG briefing note (Appendix A)	Completed
1.1.2	Preliminary PG workshop in Latin America	Completed
1.1.3	Finalize generic set of PG requirements	Completed
1.1.4	Secure consultant to conduct training courses	Completed
1.1.5	Finalize key toolkit documents	Completed
1.1.6	Develop and field test training materials for PG managers	Completed
1.1.7	Develop concept of Modular Implementation & Verification of Progress (MIV)	Delayed
1.1.8	Develop a field-proven, cost effective MIV model for Nicaragua and the Dominican Republic based on the above conceptual model	Completed
1.1.9	Global launch of PG concept and network at MOU ceremony	Delayed
1.1.10	Translate toolkit into Spanish and French	On-track
1.1.11	Confirm candidate countries in key regions for training courses	Completed
1.1.12	Coordinate training courses in certification and use of PG toolkit	On-track
	-Russia and Eastern Europe	Completed
	-South East Asia	Completed
	-Africa	Completed
	-Americas	On-track

Note: Shaded boxes represent complementary activities supported through cost share funds.

### *Key management issues*

Although the development of the Producer Group MIV Tool has been slightly delayed, considerable progress is being made. The review period for the MIV Tool ended and comments are now being reviewed and incorporated into a new version. ProForest staff have presented the tool at two International Tropical Timber Organization (ITTO) regional workshops, one in Asia and one in Africa.

## **1.2 Apply High Conservation Value Forest Toolkit**

We have secured ProForest to oversee translation of the Toolkit into Spanish and French and deliver training courses in “Identifying and Managing HCVFs” in one country in each of Latin America, Africa

and South East Asia. The HCVF training course will consist of three modules that together aim to use the HCVF Toolkit as a framework for developing interpretations of high conservation value forests at the national level:

- A general introduction to the HCVF concept
- Detailed training on using the HCVF Toolkit to identify HCVFs: making decisions on what High Conservation Values occur within the country/region; communicating and structuring these decisions
- How to develop guidelines for forest managers on managing and monitoring HCVFs

In the second quarter, the open review draft of the HCVF Toolkit was finalized and has been in review for 4 months. The open review draft was also translated into Spanish. Locations for the three training courses have been confirmed as Nicaragua, Malaysia and Cameroon and dates for the courses are being agreed.

Also this quarter, the HCVF Toolkit was utilized to make an initial determination of HCVF in the Region Autónoma Atlántico Norte (RAAN), Nicaragua in an industrial forestry operation pursuing certification.

*Table 1.2 – Apply High Conservation Value Forest Toolkit*

Benchmark Number	Benchmark/Output	Status
1.2.1	Secure consultant to conduct training courses	Completed
1.2.2	Convene meeting of North American stakeholders to solicit feedback on draft toolkit	Completed
1.2.3	Finalize open review draft of toolkit	Completed
1.2.4	Translate toolkit into Spanish and French	Spanish Completed, French On-track
1.2.5	Utilize Toolkit to make initial determination of HCVF in RAAN, Nicaragua in industrial forestry operation pursuing certification	Completed
1.2.6	Conduct training in Latin America (Nicaragua – dates, locations TBC)	On-track
1.2.7	Conduct training in Africa (Cameroon – dates, locations TBC)	On-track
1.2.8	Conduct training in South East Asia (Malaysia, locations TBC)	On-track

#### *Key management issues*

Extensive discussions with WWF regional coordinators have been required to tailor the proposed activities to local demands.

### **1.3 Apply Multi-stakeholder Standard Setting Toolkit**

The PathFinder, formerly known as the *Multi-stakeholder standard setting Toolkit*, is a series of instruments to empower and support multistakeholder working groups in developing forest certification standards. The Toolkit is now available online at <http://www.piec.org/pathfinder/> and on CD-R.

*Table 1.3 – Apply Multi-Stakeholder Standard Setting Toolkit*

<b>Benchmark Number</b>	<b>Benchmark/Output</b>	<b>Status</b>
1.3.1	Secure consultant to conduct training courses	Completed
1.3.2	Convene stakeholder review meeting	Completed
1.3.3	Develop and complete “social toolkit” component	On-track
1.3.4	Translate toolkit into Spanish	On-track
1.3.5	Conduct 2-day workshop in Latin America	On-track

*Key management issues*

We have focused on applying the Producer Group and HCVF toolkits during the first half of the project. Progress with the Pathfinder is planned for the second half of the grant period.

## **Activity 2     Forging market links for certified products in key markets**

To strengthen market signals for responsible forest products GFTN will provide support to existing and newly formed Forest and Trade Networks in key consuming markets of the world and facilitate market linkages between supply and demand. The WWF network will also specifically address some of the key issues around illegal logging and forest crime. Although the international campaign has been put on hold, regional activities and solutions development will continue as planned. Regional activities will focus on the Congo Basin, Peru, Indonesia, and Russia, and the key markets that source from these countries.

In the near term, we will work to provide solutions for sourcing wood from legal and well-managed forests. We had envisioned that this work would be structured as a “purchasing policy toolkit”, reflecting on the success of the *Producer Group Toolkit* and the need to invest similar effort into developing solutions and constructive ways forward in the market place. The *Producer Group Toolkit* provided a vehicle for describing the idea of Producer Groups, consulting widely on the key issues raised, and further developing the concept based on feedback, resulting in common understanding of the concept and a basis for implementation. We will carry out similar work with the Market Links concept, developing recommendations for purchasing policies based on the “Step-Wise Approach” or MIV, and resources to help buyers and sellers to trade in legal and certified wood. The Global Market Links Coordinator will lead work on this toolkit beginning in the third quarter.

In this quarter, we set and achieved the following objectives for forging market links:

- Clarification on the way forward for our work in Northeast Asia where GFTN will gather market intelligence for facilitating links to responsible producers in Indonesia and Russia.
- Continued re-focussing the European FTNs, with a new emphasis on procurement policies and market links back to Producer Groups.
- The Home Depot recruited as a charter sponsor of the Sustainable Forest Products Global Alliance.

### **2.1     Strengthen existing FTNs**

Through the European Coordination Unit, GFTN will strengthen existing FTNs in key markets by supporting the development of national and regional plans and building capacity of managers/coordinators. GFTN Europe will re-focus of the European FTNs to emphasize procurement policies and market links to Producer Groups. The European FTNs are actively working with large buyers of tropical timber, garden furniture and paper; the construction sector; governments; and retailers to develop action plans for supporting credible certification and legal compliance.



In the second quarter:

- GFTN Europe Management meeting was held on March 31, 2003 – April 2, 2003.
- A strategy for how to proceed in re-focussing the demand-oriented FTNs in Europe was prepared and circulated internally for peer review.
- A SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) for each European FTN was prepared.
- The European Coordinator met with individual FTN Coordinators to discuss development plans in Italy, Belgium, and Sweden.
- German Forest and Trade Network was re-launched on February 20 as WWF WOOD GROUP. To be part of the WWF WOOD GROUP, member companies now have to fulfill stricter criteria with a stronger engagement to exclude timber from illegal or controversial sources.

*Table 2.1 – Strengthen existing FTNs*

Benchmark Number	Benchmark/Output	Status
<b>Activity 2.1 – Strengthen existing FTNs</b>		
<b>2.1.3</b>	<b>Support local FTN managers</b>	On-track (ongoing)

Note: Shaded boxes represent complementary activities supported through cost share funds.

## 2.2 Facilitate market linkages

### 2.2.1 Europe

As part of the overall GFTN Market Links strategy, GFTN Europe will put in place a structure that in an efficient, cost-effective way provides market links services in Europe. A GFTN Europe market links strategy and action plan has been developed for the next six months and includes:

- Compiling an overview of current situation and potential market links with Eastern Europe, Baltic countries and Russia. Identify and facilitate ten priority market link chains, with a balance between certified sources and those tracked for certification (i.e. Producer Group members).
- Attending and actively participating in the following key Trade Fairs:
  - Interzum Indoor Wood Applications, May 23 – 26, 2003, Cologne
  - Ligna Forestry and Machinery, May 26 – 30, 2003, Hanover
  - Spoga Furniture Fair, September 1-3, 2003, Cologne
- Organizing trade visits to support Producer Groups in West and Central Africa and the Java Community Teak project
- Providing technical support to FTNs and Producer
- Coordinate with Global Market Linkages Coordinator and regional Market Linkages Coordinators in North America and Northeast Asia.

In addition to developing the European strategy, GFTN Director-Europe, Margaret Rainey presented at the conference *Strategies for the Sound Use of Wood in Eastern Europe*, in Brasov, Romania, March 24 – 27. Forest industry representatives from 20 countries as well as conservation groups and international organizations met to debate strategies for good forest management and the sound use of wood. The Conference was organized by the UNECE Timber Committee, the FAO European Forestry Commission, the Ministry of Agriculture from Romania and the Romanian National Forestry Administration.

Also, WWF published two new reports:

- *Illegal Logging in Northwestern Russia and Export of Russian Forest Products to Sweden*
- *Responsible Trade in the Shadow of Illegal Logging – Swedish import of Latvian Timber*

Table 2.2.1 European Market Links

Benchmark Number	Benchmark/Output	Status
<b>Activity 2.2.1 - Europe</b>		
2.2.1.1	Work with the European team of GFTN and the European FTNs to develop strategies for European "market linkages" and "demand" components of GFTN's work, including, if appropriate, the development of new structures at the national and/or regional level	On-track
2.2.1.2	Implementation of Market Linkages strategy	On-track
2.2.1.3	In conjunction w/ GMLC, support market linkage activities linking interested buyers in key markets with, for example:	On-track
2.2.1.4	-the WWF-led community teak certification project on Java	On-track
2.2.1.5	-Producer Groups in Central Africa with a focus on producers of high profile timbers	On-track
2.2.1.6	-Members of the Russian Producer Group	On-track
2.2.1.7	-Central and South America Producer Group members (possibly at a high-profile trade fair in Europe)	On-track
2.2.1.8	-and by participating in trade fairs	On-track
2.2.1.9	Assist the GMLC in providing ad hoc technical support on where and how to source products from responsible sources, training and information for both demand-oriented FTNs and Producer Groups.	On-track
2.2.1.10	Work with European team of GFTN to develop a financial and fundraising strategy; Support the European FTNs in developing Action Plans	On-track
2.2.1.11	Coordinate with Global Market Linkages Coordinator and regional Market Linkages Coordinators	On-track (ongoing)

#### *Key management issues*

GFTN-Europe is in the process of contracting a European Market Links Coordinator and expects to finalize this process in the third quarter.

## **2.2.2 North America**

The Home Depot, an industry leader in environmental and corporate responsibility, has joined the Global Alliance as a charter sponsor. In joining the Global Alliance, the Home Depot commits to supporting its objectives both financially and programmatically. The Do-it-Yourself giant Home Depot is already the largest retailer of Forest Stewardship Council (FSC) certified wood in the US. In 2002 Home Depot sold \$250 million worth of FSC lumber up from \$15 million in 1999<sup>1</sup>. Through its purchasing power, The Home Depot can send strong market signals for responsibly produced forest products. By providing technical guidance, industry leadership, and funding to the NGO and government partners, The Home Depot will help ensure that the Global Alliance is well-positioned to effect positive change in markets for certified forest products for years to come. The new partnership with The Home Depot will be officially announced early in the third quarter, as part of the MOU signing ceremony on May 6, 2003.

<sup>1</sup> Sources: Wall Street Journal January 2 2003; FSC US News & Views Mid January 2003, vol. 3, no.1

The Home Depot's commitment has helped to advance similar negotiations with window and patio door manufacturer Andersen Corporation and office supplies retailer Staples, Inc.

*Table 2.2.2 North American Market Links*

Benchmark Number	Benchmark/Output	Status
<b>Activity 2.2.2 – North America</b>		
2.2.2.1	Secure North American Market Links consultant	Completed
2.2.2.2	Work closely with WWF US and CFPC to develop a strategy, including communications component, for the Market Linkages work in North America	Delayed
2.2.2.3	Implement strategy	Delayed
2.2.2.4	MACFTN and CFPC developing supply and demand linkages to ensure sale of certified tropical wood products to U.S. Markets	On-track
2.2.2.5	Prospect, recruit, and manage productive corporate partnerships as part of the Global Alliance	On-track
2.2.2.6	Assist in defining and communicating key incentives, benefits, and services to corporate partners of the Global Alliance	On-track
2.2.2.7	Liaise with Global Alliance partners to ensure effective results against stated objectives and outcomes	On-track
2.2.2.8	Works with GFP Director to coordinate with WWF-Canada on cross-border trade linkages of certified products with select corporate partners	On-track

#### *Key management issues*

Agreement on a comprehensive strategy for market links work in North America has been delayed until the GFTN executive management team meeting in June 2003.

### **2.2.3 Northeast Asia**

In this region GFTN will direct funds towards strengthening market signals for products from Producer Groups in Asia, Russia and other parts of the world. Global Market Links Coordinator will lead a team of consultants and FTN staff to refine regional market intelligence for linking back to responsible producers. The team will identify the key companies (building on the recent TNC/WWF Alliance to Combat Illegal Logging markets study), sensitize them to the issue of illegal logging, and provide them with tools to address the issue. The team will also seek to facilitate trade visits between key companies and responsible producers. These efforts will lay the groundwork for the possible establishment of an imports-oriented Forest and Trade Network in the region. Work will begin in the third quarter of the project.

*Table 2.2.3 – Northeast Asia Market Links Activities*

Benchmark Number	Benchmark/Output	Status
<b>Activity 2.2.3 – Northeast Asia</b>		
2.2.3.1	Complete market study	Completed
2.2.3.2	Recruit and hire consultant team to coordinate NE Asia Market Links work	Delayed
2.2.3.3	Review of current and prospective FTNs' status, particularly in the Asia Pacific Region	On-track

Table 2.2.3 cont'd – Northeast Asia Market Links Activities

Benchmark Number	Benchmark/Output	Status
<b>Activity 2.2.3 – Northeast Asia</b>		
	Make linkages to key markets by:	
	-Identifying key companies	Completed
	-Conducting outreach to key companies	On-track
	-Sensitizing key companies to the issue of illegal/unsustainable logging	On-track
	-Helping companies to eliminate illegal logging from their supply chains and preferentially purchase wood from certified sources and Producer Groups by supplying tools which will facilitate implementation of policies	On-track
2.2.3.4	Potential formation of a new imports oriented FTN	On-track

Note: Shaded boxes represent complementary activities supported through cost share funds.

#### *Key management issues*

Activity 2.1.1 has been eliminated and effort will be focused on Activity 2.2.3. With plans now in place for achieving the objectives of this activity we are in the process of overcoming delays encountered in the first half of the project.

### **Activity 3 Increasing supply of certified wood products in key producing regions**

Under this Associate Award, GFTN will pursue a much broader and more global approach to increasing supply of certified products by launching Producer Groups in Latin America, Central and West Africa, the Russian Far East and Siberia, and South East Asia, where some of the largest remaining intact areas of boreal and tropical forests are located. GFTN will provide critical technical support and training to successfully establish Producer Groups in these regions.

Producer Groups provide producers, both forest managers and primary processors, with training and support to help them achieve responsible forestry and certification. As part of the GFTN, Producer Groups also provide incentives by serving as gateways to markets for certified products. Members commit to a stepwise approach to certification, which includes initial audits, action plans and verification of progress ensuring that the timber they supply to domestic and/or international markets comes from known and legal sources, and from forests making progress towards sustainable and ultimately certified management.

In most of the regions, Producer Group development is well underway. In the second reporting period we set the following objectives:

- Recruit and hire South American and African Regional Producer Group Coordinators
- Extend support to the Mesoamerican and Caribbean Forest and Trade Network to continue developing quality services as the first Producer Group in the region.
- Develop strategies for communications, finances, and PG manager/coordinator capacity building in each of the regions
- Coordinate feasibility studies and/or further information gathering in proposed Producer Group countries

Despite delays in bringing newly recruited Producer Group coordinators onboard, we made steady progress against these objectives.

### 3.1 Latin America and the Caribbean

Plans are well underway for training sessions on Producers Group establishment and HCVF identification and management. As noted in Activity 1, a Producer Group training course will be held in Santa Cruz, Bolivia on May 12-14, 2003 and an HCVF course will be held in Nicaragua, date TBC.

Also in this quarter we extended support to the Mesoamerican and Caribbean Forest and Trade Network (MACFTN). As home of Latin America's first and oldest certified forestry operations, Central America has been a long-time leader in the industry of certified wood products. In line with its pioneering history, the MACFTN has been developing to provide market linkages and sales support to small producers and manufacturers in the 7-country Central American region as well as the Caribbean. The major goal of GFTN's support in the context of the Global Alliance is to ensure that by providing quality services to its associates the MACFTN becomes a self-financing entity supported primarily by private sector capital. WWF-Central America and the GFTN are therefore focusing their efforts on improving certification processes, developing technical tools, and creating market linkages as part of MACFTN activities.

In this quarter, MACFTN:

- Completed an in-depth study of the costs and benefits of forest certification in Central America and completed a design study for MACFTN structure.
- Worked with indigenous producers in the RAAN of Nicaragua to produce quality wood products; specifically, samples are being sent to several U.S. buyers and a container of certified wood (lesser known species) will be sent for trial production runs.
- Worked with architects and builders in a hotel remodeling project, museum construction, and furniture manufacturing facility to utilize certified wood.

*Table 3.1.1 – Latin America and the Caribbean*

Benchmark Number	Benchmark/Output	Status
3.1.1	Latin American and Caribbean regional meeting in San José, Costa Rica	Completed
3.1.2	Finalize national and regional PG development workplan, milestones, outline strategy	Completed
3.1.3	Recruit and hire Regional PG Coordinator	Completed
3.1.4	Support part time the work of a MACFTN Coordinator based in San José, Costa Rica	On-track
3.1.5	Develop communications strategy	Delayed
3.1.6	Develop 2003 budgets and a financial strategy for the regional Producers Group network	Delayed
3.1.7	Coordinate feasibility studies and/or further information gathering and analysis in proposed PG countries	Delayed
3.1.8	Conduct analysis of purchase preference policies for certified wood products and utilize results to plan strategy with key private sector companies in Central America	On-track
3.1.9	Implement communications strategy	Delayed
3.1.10	Develop individual capacity building and training programs for regional PG coordinators and managers	Delayed
3.1.11	Identify and assess regional expertise in the preparation and implementation of action plans	Delayed

Table 3.1.1 cont'd – Latin America and the Caribbean

Benchmark Number	Benchmark/Output	Status
3.1.12	Coordinate a series of Americas training programs in certification and the use of key PG documents	On-track
3.1.13	Solicit and assess accredited certification bodies regional tenders to conduct PG audits	Delayed
3.1.14	Following training programs, organize workshop, to assist PG managers in the preparation of national adaptations of key PG establishment and detailed PG activity/work plans	On-track
3.1.15	Support the establishment of PGs and the recruitment and engagement of PG members	On-track
3.1.16	Form the extant Bolivian CADEFOR into a fully functioning FTN and link that group formally with the GFTN	On-track
3.1.17	Formation of MACFTN Producers Group with emphasis on Nicaragua	On-track
3.1.18	Support the development of regional adaptations of the MIV toolkit	On-track (ongoing)
3.1.19	Technical backstopping to PG managers, regional and national WWF offices and external representation, advocacy and information provision within the region	On-track (ongoing)
3.1.20	Organize a Latin American-wide Certified Forest Products Trade Show	On-track

#### Key management issues

The South American Regional Producer Group Coordinator has been identified and GFTN hopes to secure this position early in the next quarter. The only other major delay has been in the hiring of a full-time director for the MACFTN. WWF-Central America opted to focus its energies on providing services rather than developing the framework for a functional MACFTN. This decision was due in large part to the need to sell certified wood in the harvest season. More administrative tasks may be attended to in the upcoming rainy season when logging and manufacturing slows down.

### 3.2 Central and West Africa

The main objective of this activity is to contribute to an increased demand and supply for certified timber from Central and West Africa through the establishment of Producers Group Network in Cameroon, Gabon and Ghana. Related objectives include building the capacity of stakeholder groups involved in sustainable forest management and certification in the two sub-regions.

In this quarter, the following progress was made:

- The development of strategy and process for the formation of the Producers Group Network in West and Central Africa has commenced, with initial discussions being held with potential PG members identified in Cameroon, Gabon and Ghana.
- A Technical Coordinator has been recruited for the European Union (EU) supported project on Sustainable Forest Management and Certification, which has a specific focus providing technical assistance to logging companies in the Congo Basin. The coordinator is based in Libreville, Gabon and will assume some of the responsibility for supporting identified PG members.
- As noted in Activity 1, plans are underway for training sessions on forest certification and Producers Group establishment in Cameroon in April 2003.
- Technical support was provided to the Ghana PG Manager and the Assistant in the establishment of the Ghana PG.

- A list of potential PG members has been compiled and follow-up discussions were held with some of them regarding expectations, objectives, and minimum requirements of the Producer Group.

Table 3.2 – Central and West Africa

Benchmark Number	Benchmark/Output	Status
<b>Activity 3.2.1 – Facilitate regional coordination and support of PG formation in Central and West Africa</b>		
3.2.1.1	Advise and support the development of the Producer Group Toolkit	Completed
3.2.1.2	Develop and implement a strategy and process for the formation of PG Network in Central and West Africa	On-track (ongoing)
3.2.1.3	Recruit the Africa Regional PG Coordinator	Completed
3.2.1.4	Develop communications strategy	Delayed
3.2.1.5	Develop 2003 budgets and a financial strategy for the regional Producers Group network	Delayed
3.2.1.6	Coordinate feasibility studies and/or further information gathering and analysis	Completed
3.2.1.7	Implement communications strategy	On-track
3.2.1.8	Develop individual capacity building and training programs for Regional PG coordinators and managers	Delayed
3.2.1.9	Coordinate regional training programs in certification and the use of key PG documents	Completed
3.2.1.10	Identify auditors to conduct PG member audits	On-track
3.2.1.11	Identify and assess regional expertise in the preparation and implementation of action plans	On-track
3.2.1.12	Organize planning and strategy workshop involving Market Links specialist, Global PG Coordinator and PG managers.	On-going
3.2.1.13	Support the establishment of a PG Network in Ghana	On-track
3.2.1.14	Support PG coordinators in the establishment of PGs and the recruitment and engagement of PG members	On-track (ongoing)
3.2.1.15	Facilitate and support the development of regional adaptations of the HCVF and MIV toolkits	On-track (ongoing)
3.2.1.16	Provide Technical backstopping to PG managers, regional and national WWF offices and external representation, advocacy and information provision within the region	On-track (ongoing)
<b>Activity 3.2.2</b>	<b>Develop and implement Ghana Producer Group</b>	On-track
<b>Activity 3.2.3</b>	<b>Provide technical assistance to logging companies in the Congo Basin</b>	On-track
<b>Activity 3.2.4</b>	<b>Provide focused technical assistant to logging companies in Cameroon</b>	On-track

Note: Shaded boxes represent complementary activities supported through cost share funds.

### Key management issues

We faced technical and administrative problems in region. Technical problems included the long process of reaching an agreement on the definition of minimum Producer Group requirements; differences in approach between the various stakeholder groups to developing partnerships; and a lack of adequate capacity for follow up. The administrative bottlenecks we faced on the project included inadequate funding and conflicting management instructions and decisions. A meeting to resolve the administrative bottlenecks and problems is slated for the end of April 2003. The training session on forest certification and establishment of PGs also scheduled for April will address some of the technical problems.

### 3.3 Northeast Asia/Russia Far East and Siberia

In the second reporting period, the Russian Producer Group - Association of Environmentally Responsible Timber Producers of Russia - officially expanded into Siberia and the Russian Far East to increase the supply of legal and certified forest products from those regions to European and Asia FTNs. The market links expert Alexey Lankin, located in Vladivostok was hired to support Producer Group activities in these regions. Fifteen key Far Eastern and Siberian companies were contacted to submit applications to Producer Group. Two new companies - TerneyLes (flagship company in the Primorsky Russian Far East) and Amurlesexport - have already joined as observers.

To support this expansion, Producer Group coordinators for Russia organized and participated in training sessions on forest certification and Producer Group establishment held in Golitzino in March (See Section IV for full story; Appendix B for List of participants).

In concert with efforts to establish the Producer Group, direct progress is being made in developing certification and the supply of certified wood in the region. TerneyLes has started FSC certification of its Melnichny and Terneysky leskhoses (state forest leases) which comprise an area of approximately 500,000 hectares. Also, Siberian company Novoeniseisky LPH – a major supplier of timber and saw logs to Europe and China – has started pilot certification pre-assessment on its leased areas. There are indications that other companies, like U.S.-owned Pristina Pine from Irkutsk, which exports timber products to U.S, have started the process of certification.

*Table 3.3 – Northeast Russia/Russia Far East & Siberia*

Benchmark Number	Benchmark/Output	Status
<b>Activity 3.3.1 – Facilitate regional coordination and support of PG formation in Northeast Asia/Russia Far East and Siberia</b>		
3.3.1.1	GPGC and RPO initial meeting to discuss PG formation	Completed
3.3.1.2	Finalize national and regional PG development workplans, milestones, outline strategy	On-track
3.3.1.3	Recruit and hire PG Coordinator and Far East and Siberia manager	Completed
3.3.1.4	Develop communications strategy	On-track
3.3.1.5	Develop 2003 budgets and a financial strategy for the regional Producer Group network	On-track
3.3.1.6	Coordinate feasibility studies and/or further information gathering and analysis in proposed PG countries	On-track
3.3.1.7	Implement communications strategy	On-track
3.3.1.8	Develop individual capacity building and training programs for Regional PG coordinators and managers	Completed
3.3.1.9	Coordinate regional training programs in certification and the use of key PG documents	Completed
3.3.1.10	Solicit and assess accredited certification bodies regional tenders to conduct PG audits	On-track
3.3.1.11	Identify and assess regional expertise in the preparation of implementation of action plans	On-track
3.3.1.12	Organize workshop to assist PG managers in the preparation of national adaptations of key PG establishment documents and detailed PG activity/workplans	On-track



Table 3.3 cont'd – Northeast Russia/Russia Far East & Siberia

Benchmark Number	Benchmark/Output	Status
<b>Activity 3.3.1 – Facilitate regional coordination and support of PG formation in Northeast Asia/Russia Far East and Siberia</b>		
3.3.1.13	Support PG managers in the establishment of PGs and the recruitment and engagement of PG members	On-track
3.3.1.14	Encourage and support the development of regional adaptations of the MIV toolkit	On-track (ongoing)
3.3.1.15	Technical backstopping to PG managers, regional and national WWF offices and external representation, advocacy and information provision within the region	On-track (ongoing)
<b>Activity 3.3.2</b>	<b>Mainland China FTN and other certification activities</b>	On-track
<b>Activity 3.3.3</b>	<b>European Russia Producer Group/Certification activities</b>	On-track

Note: Shaded boxes represent complementary activities supported through cost share funds.

### 3.4 Eastern Europe

Multi-stakeholder standard setting processes are being supported by cost-share funds in both Russia and Romania. In the latter, cost share funds have supported Romanian Working Group for Forest Certification to develop a national forestry certification standard. Through cost-share funding, complementary activities in the Baltic countries establishing new group certification schemes for small forest owners educating landowners and managers about forest certification and sustainable forest management.

Table 3.4 – Eastern Europe

Benchmark Number	Benchmark/Output	Status
<b>Activity 3.4 – Facilitate regional coordination and support of PG formation Eastern Europe</b>		
<b>Activity 3.4.1</b>	<b>Bulgaria and Romania Producer Group/Certification activities</b>	
3.4.1.1	Face-to-face discussions held with newly recruited program staff	Completed
3.4.1.2	Regional workplan discussed and agreed	On-track
3.4.1.3	ProForest PG training courses planned in conjunction with Russian PG	Completed
<b>Activity 3.4.2</b>	<b>Group certification in the Baltics</b>	On-track

Note: Shaded boxes represent complementary activities supported through cost share funds.

### Activity 4 Strengthening of GFTN and International Secretariat function

The GFTN currently consists of 19 local Forest and Trade Networks (FTNs) active in nearly 30 countries in Europe; North, Central and South America; and Asia. To ensure coordination of and communication across this broad network of entities, it is vital that GFTN establish a strong Secretariat. The Secretariat, in close conjunction with WWF-US and WWF International will provide strategic leadership to GFTN activities throughout the world; organize regional and global level coordination of Producer Group and Market Links activities; and secure future funding for GFTN's future efforts. The Secretariat will work to maximize market linkage opportunities and fully implement a global market for legal, responsibly produced forest products.

In the short term, this will require establishing a GFTN management unit consisting of the Director, Global Producer Group Coordinator, and Global Market Links Coordinator, as well as, administrative and communications support staff. WWF-US staff will support the work of the GFTN by handling the administration of the Associate Award and overseeing the implementation of the Annual Workplan.

In the second quarter, GFTN Secretariat and WWF provided central, strategic leadership and support to GFTN and Global Alliance. Our specific objectives were to:

- Recruit and hire Global Market Links Coordinator
- Develop GFTN strategy
- Disburse remainder of subgrantee funds
- Finalize Global Alliance MOU
- Assign suitable candidates as Producer Group coordinators and managers in Ghana, Gabon, Cameroon, Russian Far East, Romania, Bulgaria, Peru, Brazil, Bolivia, Central America, Indonesia, and Malaysia
- Implement elements of GFTN and Global Alliance communications strategies

#### 4.1 Secure central, strategic leadership and support for GFTN

##### 4.1.1 GFTN management

The GFTN Director has achieved the second quarter objectives for recruiting Secretariat staff and providing leadership and coordination to GFTN activities. With the appointment of George White as Global Market Links Coordinator, the GFTN Director has now recruited the two key staff of the GFTN. The Global Producer Group Coordinator was appointed in the last quarter and is now fully implementing the agreed program. The GFTN Strategy, which has been developed over the past two reporting periods, is now completed. The strategy has been circulated to the GFTN regions and has the support of the relevant authorities in WWF. The strategy will be implemented through negotiated processes at the regional level. The remaining benchmarks are all successfully ongoing. Interaction with the GFTN Executive Management Group continues by phone, email and bilateral meetings.

*Table 4.1.1 – GFTN Management*

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.1.1 – GFTN Management</b>		
4.1.1.1	Allocate 2003 funding	Completed
4.1.1.2	Develop personnel terms of reference and solicit feedback from RPOs	Completed
4.1.1.3	Recruit Global Market Links Coordinator	Completed
4.1.1.4	Recruit and hire GPGC	Completed
4.1.1.5	Develop GFTN strategy	On-track
4.1.1.6	Manage GFTN via an executive management group made up of global and regional coordinators of Market Groups and Producer Groups	On-track
4.1.1.7	Provide global coordination for Activities 1,2 & 3	On-track (ongoing)
4.1.1.8	Provide direct supervision and guidance to global coordinators	On-track (ongoing)
4.1.1.9	Conduct outreach to forest products industry	On-track (ongoing)

Table 4.1.1 cont'd – GFTN Management

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.1.1 – GFTN Management</b>		
4.1.1.10	Recruit corporate partners	On-track (ongoing)
4.1.1.11	Secure GFTN funding for years 2-3	On-track (ongoing)
4.1.1.12	Convene and chair the GFTN Advisory Board	On-track (ongoing)

#### *Key management issues*

A meeting of the GFTN Executive Management Group is an urgent requirement and will be planned for the third quarter. Further, the Advisory Board has not met this reporting period. A meeting of this group is difficult to organize given the wide dispersal of its members. We hop to link a meeting to another activity at which several of the members might be present. In the interim, the Management Group will communicate with and update the Advisory Board members via a package of materials in the third quarter.

#### **4.1.2 Project coordination and donor support**

It is WWF-US's role to coordinate with the WWF Network and Global Alliance partners and liaise directly with USAID to ensure and communicate timely and efficient implementation of project; compliance with Associate Agreement; progress towards stated objectives; and alignment with the work of the WWF Network, USAID, and Global Alliance partners.

WWF and Global Alliance partners have spent considerable time during the first two quarters to create and implement an operational and administrative structure, develop a process for effectively communicating and implementing programs of work, and improve strategies and conduct outreach to engage other stakeholders groups and businesses. Global Alliance partners have held monthly meetings to discuss progress in securing matching funds and achieving program objectives, and to exchange information on findings and lessons learned. In addition to the monthly meetings, bi-monthly conference calls have been set up to discuss complementary items and increase coordination on the day-to-day activities of the Global Alliance partners. An electronic calendar and file directory has been set up for Global Alliance viewing to increase information exchanges on relevant activities. We are in the process of planning a special ceremony for the signing of the Memorandum of Understanding, among USAID, CFPC, and WWF.

Finally, WWF continued to engage major corporations – including The Home Depot, Andersen Corporation, and Staples – in discussions regarding support for GFTN and the Global Alliance.

Table 4.1.2 – Project Coordination and donor support

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.1.2 – Project coordination and donor support</b>		
4.1.2.1	Conduct consultations with RPOs and work with GFTN to develop annual workplan	Completed
4.1.2.2	Disburse sub-grantee funds	On-track
4.1.2.3	Facilitate finalization of Global Alliance MOU	On-track
4.1.2.4	Prepare quarterly reports to USAID	Completed (quarterly)
4.1.2.5	Coordinate joint Global Alliance reports quarterly	Completed (quarterly)
4.1.2.6	Organize quarterly meetings of Global Alliance	Completed (quarterly)
4.1.2.7	Convene coordination meetings with GFTN and WWF Network	Completed (ongoing)
4.1.2.8	Secure financial commitment of corporate partners to Global Alliance	On-track
4.1.2.9	Secure funding from USAID for years 2-3	On-track
4.1.2.10	Conduct programmatic evaluation	On-track

## 4.2 Establish global coordination of Producer Groups and Market Linkages Groups

### 4.2.1 Global Market Links Coordinator

The Global Market Links Coordinator, George White, was appointed in March. George has detailed knowledge of the GFTN having spent eight years as an advisor on forest products and the environment to J Sainsbury/Homebase in the United Kingdom. Sainsbury's is the second biggest grocery retailer in the UK and Homebase (recently sold to Argos) is the second biggest Home Improvement Retailer in the UK. J Sainsbury/Homebase has been a member of the UK FTN, WWF 95+ Group, for eight years. The Global Market Links Coordinator commenced his work by attending a management meeting for GFTN Europe with the management of GFTN Europe, including the soon-to-be appointed European Market Links Coordinator.

Following the completion of the GFTN strategy, the “market linkages” and “demand” components referred to in the first quarterly report will now be combined in to one activity called “market linkages”. As discussed under Activity 2, the Global Market Links Coordinator will lead the development a Market Linkages toolkit, as well as the near term development a list of “technical/sales” contacts that would be useful to both buyers and sellers within GFTN.

Table 4.2.1 – Global Market Links Coordinator

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.2.1 – Global Market Links Coordinator</b>		
4.2.1.1	Develop Global Market Links Coordinator workplan	On-track
4.2.1.2	Work closely with the GPGC, the GFTN Director Europe, the GFTN Director Asia and others in Asia, and serve as the link to GFTN's partners in North America (Certified Forest Products Council/Certified Wood and Paper Association). Convene meetings with regional Market Linkages coordinators in North America, Western Europe, Asia, and others as appropriate.	On-track
4.2.1.3	Commission a market linkages toolkit to clarify and develop the "market linkages" components of GFTN's work	Delayed
4.2.1.4	Develop an interim list of "technical / sales" contacts would be useful to FTN members, both for buyers and sellers	On-track
4.2.1.5	Initial results of market links toolkit available for use in capacity building meetings.	On-track
4.2.1.6	Conduct global analysis of purchase preference policies for certified wood products and utilize results to plan strategy with key private sector companies in Central America	On-track
4.2.1.7	Work closely with the GFTN Director Europe on the integration of market links work into European FTNs	On-track
4.2.1.8	Provide leadership to NE Asia market links team in developing linkages back to Producer Groups	On-track
4.2.1.9	Plan a series of capacity-building and one-to-one discussion opportunities to facilitate the development of the market links and procurement policy work of demand-oriented FTNs.	On-track
4.2.1.10	Develop regional and local action plans in coordination with regional and local representatives	On-track
4.2.1.11	Organize training for staff working in market-oriented FTNs and in Market Linkages work	On-track
4.2.1.12	Develop and implement a Financial Strategy for market oriented FTNs and Market Linkages work as part of GFTN Financial Strategy	On-track
4.2.1.13	Provide leadership to market linkage activities linking interested buyers in key markets with, for example:	On-track
	-the WWF-led community teak certification project on Java	
	-Producer Groups in Central Africa with a focus on producers of high profile timbers	
	-Members of the Russian Producer Group	
	-Central and South America Producer Group members (possibly at a high-profile trade fair in Europe)	
4.2.1.14	Provide ad hoc technical support on where and how to source products from responsible sources, training and information for both demand-oriented FTNs and Producer Groups.	On-track (ongoing)
4.2.1.15	Prepare, consult, and adopt the GFTN charter, to reinforce the links between GFTN and national FTNs	On-track
4.2.1.16	Work with communications team to clarify how GFTN's market links role is communicated to all FTNs and by all FTNs	On-track

*Key management issues*

Delays in finalizing the GFTN Strategy and in identifying the right person for the position of the Global Market Linkages Coordinator mean that this activity is slightly delayed.

**4.2.2 Global Producer Group Coordinator**

The Global Producer Group Coordinator will establish global network of producer-oriented Forest and Trade Networks (Producer Groups), with groups in each of the key supply areas (Latin America, Africa, Eastern Europe, Russia, and Asia). In order for PGs to have global impact as a network, the GPGC will coordinate the finalization of the PG toolkit, facilitate the proper training of PG staff, provide support to national and regional coordinators in the development and implementation of strategy and workplans, as well as promote the transfer of lessons learned within the network, and ensure that PGs established meet GFTN requirements.

Achievements to date include:

- Producer Group coordinators have been recruited in Ghana, Gabon, Cameroon, Russian Far East, Romania, Bulgaria, Peru, Brazil, Bolivia, Central America, Indonesia, Malaysia. Recruitment is underway for the following: Guianas, Siberia, Vietnam/Indochina.
- Producer Group training/planning workshops for PG coordinators and support staff have been conducted or are planned in the three regions.
- Global PG Coordinator has made field visits to Russia, Romania, Indonesia, Costa Rica, Mexico. Visits to Africa, Amazonia, Indochina are planned.
- Producer Group business plans and workplans are being prepared following PG training/planning workshops and should all be completed during May-July 2003.

*Table 4.2.2 – Global Producer Group Coordinator*

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.2.2 – Global Producer Group Coordinator</b>		
4.2.2.1	Recruit and hire GPGC	Completed
4.2.2.2	Attend GFTN Europe meeting (Brussels)	Completed
4.2.2.3	Attend GFTN Americas meeting (Costa Rica)	Completed
4.2.2.4	Attend FSC General Assembly (Mexico)	Completed
4.2.2.5	Prepare global internal and external contacts/circulation list and make initial contacts	Completed
4.2.2.6	Finalize job description/terms of reference and specifications for recruitment of regional PG coordinators and PG managers	Completed
4.2.2.7	Finalize national and regional PG development workplans, milestones and outline strategy	Completed
4.2.2.8	Develop and implement communications strategy outline strategy discussed and agreed (not yet formally documented).	Completed
4.2.2.9	Formally assign suitable candidates to posts of PG Regional Coordinator and manager, recruiting where necessary:	
	Amazon PG Coordinator, Central Africa PG Coordinator, Central America PG Coordinator, SE Asia PG Coordinator, Eastern Europe PG Coordinator, Malaysia, Indonesia PG Managers, Vietnam PG Manager, Siberia PG Manager, RFE PG Manager, Peru PG Manager, Bulgaria PG Manager, Romania PG Manager, Guyanas PG Manager, Bolivia PG Manager	Delayed

Table 4.2. cont'd – Global Producer Group Coordinator

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.2.2 – Global Producer Group Coordinator</b>		
4.2.2.10	In consultation with key stakeholders, finalize/prepare key documents including:	On-track
	- 'Setting up a Producers' Group – A practical guide'	Completed
	- Producer Group Communications Code of Practice	Completed
	- Practical guidance on market linkages	Completed
	- Producer Group Audit Program Criteria for auditors	
	- Producer Group Criteria for assessing alternative certification schemes, based on World Bank/WWF Alliance criteria	
	- Producer Group charter on structure, governance, membership and transition timber requirements for individual PGs	
	- Producer Group internal procedures criteria for PG managers	Completed
4.2.2.11	Prepare Producer Group Network charter on structure, governance, membership requirements	On-track
4.2.2.12	Develop strategy for building new partnerships with key donors, lenders and global corporate sponsors	Delayed
4.2.2.13	Attend SE Asia FTN team meeting in Indonesia	Completed
4.2.2.14	Develop 2003 budgets and a financial strategy for the Producers Group network	Delayed
4.2.2.15	Organize global and regional launches of Producer Group concept to coincide with MOU announcement and key international forest industry events in 2003	On-track
4.2.2.16	Encourage and support the development of regional adaptations of the MIV toolkit	On-track (ongoing)
4.2.2.17	Identify competent auditors on a regional basis to conduct producer group member audits	On-track
4.2.2.18	Identify and assess regional expertise in the preparation and implementation of action plans	On-track
4.2.2.19	Develop individual capacity building and training programs for Regional PG coordinators and managers	Delayed
4.2.2.20	Coordinate a series of regional training programs in certification and use of key PG documents by ProForest:	
	-Russia and Eastern Europe	Completed
	-Africa	Completed
	-SE Asia	Completed
	-Americas	On-track
4.2.2.21	Coordinate feasibility studies and/or further information gathering and analysis in proposed PG countries	Delayed

Table 4.2.2 cont'd – Global Producer Group Coordinator

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.2.2 – Global Producer Group Coordinator</b>		
4.2.2.22	Make field visits to provide on-the-ground technical support to Regional PG coordinators and managers in the preparation of national adaptations of key PG establishment documents, the establishment of PGs and PG detailed work plans:	
	-Eastern Europe PG Coordinator	Completed
	-Russia PG Coordinator	Completed
	-Central Africa PG Coordinator	On-track
	-SE Asia PG Coordinator	Completed
	-Amazon PG Coordinator	On-track
	-Central America PG Coordinator	On-track
4.2.2.23	Technical backstopping within GFTN, WWF and external representation, advocacy and information provision	On-track (ongoing)

#### *Key management issues*

Slight delays in recruitment have pushed back progress on some activities by 1-2 months.

### **4.3 Strengthen GFTN and Global Alliance communications**

#### **4.3.1 GFTN communications strategy**

The long-term objective of this activity is to support WWF's GFTN as it undergoes a transition from a loosely affiliated group of staff and member organizations to a more closely managed, cohesive association. As this transition takes place, communications will play a key role in facilitating the management of the GFTN and the effective implementation of its business strategy.

Short-term goals include developing GFTN internal and external strategy that will include a number of communications tools.

Progress was achieved during a March 17-18 GFTN communications strategy session at GFTN's temporary headquarters near Oxford, England. The session was attended by GFTN's Executive Director, Deputy Director, Global Producer Group Coordinator, communications coordinator, and members of WWF's communications staff. The session resulted in the setting of benchmarks for GFTN success; key communications audiences, messages, and strategy were proposed for each of the benchmarks.

The GFTN benchmarks for three years are:

- Ten Producer Groups established with ten members each. Members chosen for quantity, quality, and diversity.
- FTNs established in Europe, North and South America, and Asia with 100 members among them.
- 10 public procurement policies and bilateral trade agreements in place at national, state, and municipal levels.
- 100 million hectares of forests certified.
- Funding for GFTN achieved at level (TBD).

Also in this quarter, an issue of the WWF Template Newsletter on Forestry and Wood Certification was distributed (March 03). Information contained in this newsletter is sent to approximately 14,000 recipients



in 14 countries and is translated into 9 languages. The Newsletter covers a wide range of topics that deal with certification and responsible wood sourcing.

*Table 4.3 – GFTN communications*

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.3.1 – GFTN communications strategy</b>		
4.3.1.1	Develop GFTN communications strategy. Develop success stories, implement media relations.	On-track
4.3.1.2	Provide capacity to Regional PG Coordinators in developing communications strategy to cover internal WWF, NGO ally and external stakeholders	On-track
4.3.1.3	Support Regional PG Coordinators to organize global and regional launches of Producer Group concept to potentially coincide with Global Alliance launch and key international forest industry events in 2003	On-track
4.3.1.4	Implement interim GFTN communications strategies	On-track

#### *Key management issues*

This activity was delayed from the first quarter of the grant period until the GFTN Global Market Links Coordinator was hired. Upon hiring of that position, we were able to convene the communications strategy session. That session has been followed by an ongoing series of conference calls with individual GFTN managers to discuss the communications strategy. The strategy will be finalized by the end of May, with GFTN communications tools including a brochure and Website forecast for the coming quarter.

#### **4.3.2 Global Alliance communications strategy**

To ensure progress against the Global Alliance's long-term goals, the objective of this activity is to leverage sufficient programmatic and funding support from new partners that the Global Alliance will be enabled to continue for an additional two years (beyond the currently funded period ending Federal fiscal year '03).

Short-term activities include a series of activities scheduled to commence with a May 6 launch event. May through September will include development of basic Global Alliance communications tools such as a brochure, conference display and powerpoint presentation; a media strategy including timed release of Global Alliance news to general, trade, and business media; and cooperation with partners to use their corporate and institutional communications mechanisms.

The Global Alliance communications strategy has been completed, with a series of activities scheduled to commence with the May 6 launch event, which will serve largely as a communications event. The May 6 event will serve as the signing of the Memorandum of Understanding between USAID, WWF, and CFPC; a media strategy including press alert, press release, press packet, and media Q&A at the event is intended to garner media coverage.

A Global Alliance side event has been planned to take place at the World Forestry Congress in Quebec City, Canada, in September. This Congress is the premier event for professionals and stakeholders interested in forest management, and will serve as the setting for a public announcement of first year accomplishments of the Global Alliance, and a cultivation event for potential partners.

Table 4.3 – Global Alliance communications

Benchmark Number	Benchmark/Output	Status
<b>Activity 4.3.2 – Global Alliance communications strategy</b>		
4.3.2.1	Draft Global Alliance communications strategy in coordination with partners	Completed
4.3.2.2	Develop comms. guidance language for inclusion in subgrantee agreements	Completed
4.3.2.3	Solicit feedback on draft strategy	Completed
4.3.2.4	Implement TBD communications strategy, which may include:	On-track
	-Compile key contact lists	Completed
	-Stage communications event in conjunction with MOU signing/partner announcement	On-track
	-Produce Global Alliance brochure and Website	On-track
	-Initiate media relations	Completed
	-Develop success stories	On-track (ongoing)
	-Produce quarterly e-bulletin	On-track

#### Key management issues

The Global Alliance partners agreed that implementation of the communications strategy should commence with a public launch event at which CEO-level representatives of the partners would attend, and at which the first significant private-sector partner would be announced. The various pieces necessary for such an event to occur did not come together until recently, so implementation of the communications strategy has not occurred until now. With the MOU signing scheduled for May 6 (to be reported on in next quarterly report), communications implementation will move forward more quickly.

#### 4.4 Maintaining GFTN's position at the front of the information curve

GFTN has always undertaken leading edge research to ensure that its activities make maximum use of the resources and opportunities available. Much has changed since GFTN published the influential report, *The Forest Industry in the 21<sup>st</sup> Century*. Further analysis has been done and policy development has continued. A proposal for revising and updating this document has been prepared.

Also in this quarter, the World Bank/WWF Alliance for Forest Conservation and Sustainable Use *Questionnaire for assessing the comprehensiveness of certification schemes (QACC)*<sup>2</sup>, was published. GFTN will use this tool to assess certification schemes and clarify its certification policy. The QACC is currently being tested through an internal WWF process. GFTN will commission an external analysis using independent experts and in consultation with other stakeholders in the coming quarters.

A review of the World Bank/WWF Alliance's Learning and Capacity Building (LCB) strategy for sustainable forest management was also published during this reporting period. The findings will be incorporated into GFTN planning, e.g. through the development of a Market Linkages Toolkit.

<sup>2</sup> formerly the *Questionnaire for Identifying Credible Certification schemes/systems (QICC)*.

*Table 4.4 – Maintaining GFTN's position at the front of the information curve*

<b>Benchmark Number</b>	<b>Benchmark/Output</b>	<b>Status</b>
4.4.1	Conduct global assessment of certification schemes using World Bank/WWF Alliance developed criteria	On-track
4.4.2	Participate in the development of World Bank/WWF Alliance's sustainable forest management Learning and Capacity Building (LCB) strategy review	Completed
4.4.3	Incorporate findings from Alliance LCB strategy review into GFTN planning	On-track
4.4.4	Monitor policy around and practical development with certification	On-track (ongoing)
4.4.5	Secure resources and develop plan for reprising <i>Forest Industry in the 21<sup>st</sup> Century report</i>	On-track

*Key management issues*

There has been a delay in appointing a Certification Policy and Research Coordinator. In the interim, WWF staff, specifically the members of the Certification Steering Group, are covering certification and policy research activities.

### III. Matching Funds

Further progress in the second quarter was made in raising matching funds and engaging new partners to participate and support GFTN and the Global Alliance. As a Global Alliance sponsor, The Home Depot will be contributing \$800,000 over three years to the effort. In addition, the U.K. Department for International Development (DFID) recently awarded the GFTN with funds to create Producer Groups in Ghana and Brazil. The DFID budget for the Producer Groups in Ghana and Brazil 385,000 GBP (approximately US\$600,000) for three years. As previously reported, we have secured funding from IKEA, Sveaskog, and WestWind Foundation. The addition of multi-year commitments from DFID and The Home Depot bring the total funds leveraged for years 1-3 to approximately \$2.3 million.



## IV. Global Alliance News

### GFTN Producer Group Network off and running

Throughout February and March, WWF staff and partners convened in locales as disparate as Golitzino, Russia and Kuantan, Malaysia to learn about new opportunities to improve forest management and engage in global markets. Producer Groups (PGs) designed to meet the needs of forest managers and primary processors are the newest component of WWF's Global Forest and Trade Network (GFTN), a decade old initiative that promotes partnership between non-governmental organizations (NGOs) and companies to improve the quality of forest management worldwide. Through Producer Groups, members commit to a stepwise approach to certification, ensuring that the timber they supply to domestic and/or international markets comes from known and legal sources, and from forests making progress towards sustainable, and ultimately certified, management. The first Producer Group was established in Russia; additional Producer Groups currently under development in Latin America, Central and West Africa, South East Asia and Eastern Europe.

In two months, over 30 participants from Russia, Romania, Bulgaria, Malaysia, Indonesia, Vietnam, and Cambodia have received detailed training on Producer Groups. The workshops utilize a standardized “toolkit” to systematically guide Producer Group managers through the stages of establishing and operating a Group. Many delegates are relatively new to the concept of PGs, and the chance to discuss potential issues was warmly welcomed. In particular, delegates have commented that the discussion of examples and case studies (from other countries and regions) has helped clarify issues and identify potential problems and solutions.



Russian workshop participants practice techniques discussed in the certification course in Zvenigorodskiy leskhoz cutting area. (WWF Russia)



South East Asia workshop participants visit sustainable harvesting operation in the Rimbaka peat swamps in Malaysia. (WWF Indonesia)

The Russian workshop also offered additional training to PG managers/teams, WWF specialists, potential PG partners, and government officials in forest certification, and provided the chance to observe theory in practice, with participants taking to the field to use some of the techniques discussed in the course.

Producer Group coordinators have already been recruited in Ghana, Gabon, Cameroon, Russian Far East, Romania, Bulgaria, Peru, Brazil, Bolivia, Central America, Indonesia, and Malaysia. The initial pilot group – the Association of Environmentally Responsible Timber Producers of Russia – has now expanded its reach to Siberia and the Russian Far East, attracting the interest of key companies TerneyLes and Amurlesexport.

Additional Producer Group trainings are planned for Douala, Cameroon, April 11-13 (Cameroon, Ghana, Gabon) and Santa Cruz, Bolivia, May 12-14 (Bolivia, Brazil, Suriname, Guyana, Peru, Central America).



Timber auction in Russian Far East. The Russian Producer Group is expanding into the Russian Far East and Siberia. (WWF Russia)

For more information about upcoming trainings, please contact GFTN Global Producer Group Coordinator, Darius Sarshar at [Darius@ProForest.net](mailto:Darius@ProForest.net).

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### *Certification News*

## **Bolivian Gift to the Earth with 1 Million Hectares Certified**

In January 2003 WWF recognized the FSC certification of 1 million hectares of forests as "Gift to the Earth" by the Bolivian government, who is in addition aiming to have a total of 3 million hectares certified by 2005.

Bolivia is one of the most biodiverse countries in the world with about 20,000 species of plants, at least 319 species of mammals, 1,358 bird species, more than 220 reptiles, 123 amphibians, and approx. 500 fish species. FSC-certified forests in many cases build corridors between officially designated protected areas for the conservation of biodiversity.

The Minister of Sustainable Development and Planning, Jose Guillermo Justiniano, was delighted to receive the award. "Bolivia is honoured with this recognition from WWF. It rewards the efforts made by many institutions to obtain FSC certification for our forest. This guarantees the preservation of our forests and a viable alternative for people who live and work in the forests".

Source: FSC news and notes, March 2003

## **Model Forest More Than Triples Russia's Certified Forest Area**

800,000 hectares of forest have been awarded FSC certification in the Priluzje Leskhoz, located in the

Komi Republic in Russia. This certification, which was announced March 27, brings the FSC certified area in Russia up to more than 1 million hectares. Since 1996, the Priluzje Leskhoz has been a Model Forest which until last year was co-ordinated by WWF. Its aim is to provide a positive example for forestry in Russia by combining forest management to the highest standards with economic development of local communities. The model forest has pioneered the development of high **conservation value forest (HCVF) methodology** as part of its approach to forest management and pristine forest conservation. Priluzje Leskhoz and the Model Forest Project team jointly decided to seek FSC certification to validate the innovative approaches and practices of the Model Forest Project by being assessed against internationally recognized standards of good forest management. Forest management in the Priluzje Leskhoz is based on natural mixed forests and natural regeneration.

Source: Press release SmartWood program of the Rainforest Alliance, March 27 2003  
<http://www.nepcon.dk/>; <http://www.smartwood.org/>

## **WWF Announces Availability of Forest Friendly Products in the United States**

### ***FSC-Certified Products from Canada's Tembec Help Consumers Conserve Forests***

Washington, DC April 4, 2003 – Newspaper publishers and do-it-yourself chains in the United States will soon be able to purchase newsprint, plywood, and lumber from responsibly managed Canadian forests, thanks to an agreement between World Wildlife Fund (WWF) and Canadian company Tembec. WWF and Tembec, one of North America's largest forest products companies and forest managers, announce the certification of 5 million acres of forest under Tembec management to the standards of the Forest Stewardship Council (FSC). Five million acres is equivalent to the land area of Massachusetts, making this the largest FSC-certified forest in North America.

Certification under the FSC assures the consumer that a forest product originated in a responsibly managed forest. FSC certification is presently the most rigorous standard for environmentally and socially responsible forestry practices. A growing number of major retailers such as The Home Depot and IKEA give preference to products bearing the FSC logo.

"WWF applauds Tembec for this initial success and for its intention to seek FSC certification for 32 million acres of the forests it manages, a decision that



has important implications for U.S. consumers," said Bruce Cabarle, director of the Global Forest Program at World Wildlife Fund in Washington, D.C. "With such a vast forest area coming under FSC certification, current and future Tembec customers in the U.S. will find it easier to obtain FSC-certified forest products. By choosing certified forest products, consumers can influence how forests are managed."

Newsprint made from Tembec trees is used by newspaper publishers throughout the Eastern United States. Plywood and dimensional lumber like 2 x 4s originating in Tembec-managed forests is sold throughout the United States by the largest do-it-yourself chains. WWF will work with forest products consumers in the United States to help them procure FSC-certified forest products.

"In January 2001, Tembec and World Wildlife Fund signed a historic accord addressing sustainable forest management. I am extremely pleased to report that we are moving toward the achievement of our common goal," said Tembec's president and CEO, Frank A. Dottori. "Certifying this 5 million acre public forest is a remarkable accomplishment, but it is just the beginning. By 2005, Tembec intends to obtain certification of all 32 million acres of Canadian forest under its management. In doing so, Tembec is going beyond regulatory requirements and is making a significant contribution toward protected spaces and the advancement of forest management practices."

During the certification process for the initial 5 million-acre forest tract, FSC-licensed auditors evaluated Tembec forest management practices against more than 150 criteria developed by environmental, indigenous, business, and community stakeholders. Many forest users were interviewed or

completed surveys as well. This certification is the first for a boreal, or northern, forest in North America. The boreal forest is one of the largest forest types in the world, but WWF and other conservation experts believe it is also especially vulnerable to threats such as climate change.

Tembec is an integrated Canadian forest products company principally involved in the production of wood products, market pulp and papers. The company has sales of approximately \$4 billion with over 55 manufacturing sites in Canada, France, the United States and Chile. Tembec's Common Shares are listed on the Toronto Stock Exchange under the symbol TBC. Additional information on Tembec is available on its Web site at [www.tembec.com](http://www.tembec.com).

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### **George White appointed as Global Market Links Coordinator**

WWF is delighted to announce the appointment of George White as the Global Market Links Coordinator.

George has worked for the last several years for Sainsburys/Homebase in the UK. Sainsburys is the second biggest Grocery Retailer in the UK and Homebase the second biggest DIY/Home Improvement retailer in the UK (Homebase was recently sold to Argos). The company has been a leading member of the UK FTN, the WWF 95+ Group. From 1995, George was responsible for developing and implementing the TimberTracker program at Sainsbury's and Homebase, a system that became the benchmark for traceability and assessment of forest sources for retailers. George was central to the development of policy and sourcing of certified products within Sainsbury's and Homebase, balancing commercial need with corporate policy.

## **V. Appendices**

Appendix A - Producer Group Briefing Note, January 2003

Appendix B - Russia Producer Group Training List of Participants

Appendix C - Acronym List

Attachment – Revised Annual Workplan Annex





## **PRODUCER GROUP BRIEFING NOTE**

January 2003

### **WWF GLOBAL FOREST AND TRADE NETWORK**

The WWF Global Forest and Trade Network (GFTN) is an initiative that promotes partnership between non-governmental organizations and companies to improve the quality of forest management worldwide. The GFTN views independent, credible, multi-stakeholder-based forest certification, as a vital tool in this process.

The GFTN currently consists of 18 local Forest and Trade Networks active nearly 30 countries, mainly in Europe and North America. There are also networks in Japan and East Asia - a network open to members in Hong Kong, China and South Korea. Local networks raise consumer and corporate awareness, as well as influence wood and paper procurement policies, both for the public and private sectors. More than 800 companies are members of the GFTN, representing a wide range of actors including forest owners, timber processors, construction companies, retailers, investment agencies and local authorities. Members are committed to gradually producing, trading and/or sourcing independently and credibly certified forest products.

### **WHAT ARE PRODUCER GROUPS?**

Producer Groups are Forest and Trade Networks (FTNs) that promote improved forest management and credible certification through the offer of services that meet the needs of producer members, both forest managers and primary processors. The first producer group was established in Russia. Additional producer groups are currently under development in Latin America, Central and West Africa, South East Asia and Eastern Europe.

### **WHO ARE THE MEMBERS?**

The members of Producer Groups are:

- Forest managers who need assistance to improve their forest management, understand certification requirements or achieve forest certification;
- Processors, who seek to source certified wood raw material for their manufacturing processes;
- Certified forest managers or processors who need links to markets for their certified forest products;
- Small and community forest owners who need help developing their forest management, group certification or marketing activities;

### **WHAT SERVICES CAN PRODUCER GROUPS OFFER TO THEIR MEMBERS?**

The services each Producer Group provides will depend on the needs of its members. These services may include:

#### **Information and training on certification including:**

- Forest management standards and their implementation.
- Implementing responsible forest management – practical training and support to forest managers.
- Credible forest certification – what it is, how does it work, how much does it cost, how to get

involved in the process.

- Implementing chain-of-custody controls – practical training and support to processors.

**Market links for certified forest products.** For members that have attained certification, membership in the Producer Group will aid them finding national or international markets for their certified material.

Non-certified members of a Producer Group will have signed a contract to enter a formal programme under which they make a commitment to certification over a specified period of time. The progress towards this goal will be regularly monitored by an independent auditor.

Producer Group Managers can provide buyers with information of the management status of the members. Buyers can choose to purchase from forest producers that can demonstrate clear forest management improvements and thus secure the exclusion of illegally harvested timber and timber from high conservation value forests (HCVFs).

**Small-scale and community forest enterprises.** Where there is demand, Producer Groups will develop services explicitly designed to meet the needs of small and community forests and small-scale processors; e.g., group certification, co-operative marketing, and help lower the overall costs of certification.

**Policy advocacy with government.** In some countries, government policies and legislation do not support or even allow responsible forest management or certification. Producer Groups may wish to engage in policy advocacy with government on behalf of members.

***Publicity for the Producers' Group and members.** It will be important for members of Producer Groups to have their efforts to move towards sustainable forest management recognised both nationally and internationally. Producers groups will provide publicity materials about the group, explaining what the group and its members represent.*

## WHAT ARE THE REQUIREMENTS FOR PRODUCER GROUP MEMBERS?

There are four key requirements that must be met by Producer Group members:

**Responsible forest management commitment.** Members will need to document their commitment to responsible forestry management and credible forest certification. In addition, forest management members will need to document their commitment to achieve certification within a defined time frame within a credible forest certification scheme, such as the Forest Stewardship Council (FSC).

**Action plan.** Members will need to prepare an action plan with targets for achieving responsible forest management and/or ensuring that all forest products are legally sourced from areas under secure tenure.

**Regular reporting and auditing.** Members must submit regular reports of progress with implementation of the action plan and undergo audits as required.

### **For more information please contact:**

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## ????? ?????????? ??? ????? /List of participants

### Producers group training

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Golitsino

26-28 ?????? 2003 ?.

26-28 February 2003

	Participant	Organization	Coordinate
1.	????????? ? ?????? Ptichnikov Andrei	WWF Russia	Aptichnikov@wwf.ru
2.	????????? ? ????? Orleneva Elena	WWF Russia	Eorleneva@wwf.ru
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5.	????????? ? ??????? Dmitriev Vladimir	WWF Russia	Vdmitriev@wwf.ru
6.	?????? ? ?? ??? Rusina Tamara	WWF RFE	Trusina@wwfrfe.ru
7.	?????? ? ?????? Lankin Alexey	WWF RFE	Alankin@wwfrfe.ru
8.	? ?????? ? ?????? Shegolev Andrei	WWF Arkhangelsk	a_shegolev@mail.ru
9.	??? ?????? ? ????????? Brukhanov Alexander	WWF Altae-Sajan	Abrukhanov@wwf.ru
10.	? ? ???? Jan Gray	Proforest	Ian@ProForest.net
11.	? ??? ? ????? George Dinicu	WWF Romania	george_dinicu@yahoo.com
12.	? ????? ????????? Zhivko Bogdanov	WWF Bulgaria	zhbogdanov@internet-bg.net
13.	?????? ? ????? Robert Knysak	WWF Poland	RKnysak@wwf.pl

President: HE Chief Emeka Anyaoku  
Vice-President: Rodney Wagner  
Director General: Dr Claude Martin  
President Emeritus:  
HRH The Duke of Edinburgh

Registered as:  
WWF-World Wide Fund For Nature  
WWF-Fondo Mondiale per la Natura  
WWF-Fondo Mundial para la Naturaleza  
WWF-Fonds Mondial pour la Nature  
WWF-Welt Natur Fonds  
Also known as World Wildlife Fund

## ACRONYMS LIST

ENGO	environmental non-governmental organization
FTN	Forest and Trade Network
GFTN	Global Forest and Trade Network
GLMC	Global Market Links Coordinator
GPGC	Global Producer Group Coordinator
MACFTN	Mesoamerican and Caribbean Forest and Trade Network
MIV	Modular Implementation and Verification of progress
MSSS	Multi-Stakeholder Standards Setting
HCVF	High Conservation Value Forest
NGO	non-governmental organization
NO	National Office
PG	Producer Group
RPO	Regional Program Officer
SFPGA	Sustainable Forest Products Global Alliance